

**AMENDMENTS TO THE CLAIMS**

1. (Currently Amended) A display apparatus for presenting a moving image with less perceivable degradation, characterized by comprising:

display control means for controlling display to cause display means to display a the moving image made of not less than 105 frames/sec, by recognizing content to be displayed as computer graphics and then causing the display means to display the moving image at a determined frame rate of 350 or 360 frames/sec; and

the display means for displaying the moving image made of not less than 105 frames/sec at the determined frame rate on the basis of control of the display control means, in which a display of each pixel on a screen is maintained during each frame period.

2. (Currently Amended) The display apparatus according to claim 1, characterized in that:

~~the display control means controls display to cause the display means to display a moving image made of not less than 230 determined frame rate is 350 frames/sec; and~~

~~the display means displays the moving image made of not less than 230 frames/sec on the basis of control of the display control means.~~

3. (Cancelled).

4. (Cancelled).

5. (Cancelled).

6. (Cancelled).

7. (Cancelled).

8. (Currently Amended) The display apparatus according to claim 1, characterized in that:

~~the display control means controls display to cause the display means to display a moving image made of~~ determined frame rate is 360 frames/sec, and

~~the display means displays the moving image made of 360 frames/sec on the basis of control of the display control means.~~

9. (Currently Amended) A display method for a display apparatus having display means in which a display of each pixel on a screen is maintained during each frame period, for presenting a moving image with less perceivable degradation, characterized by comprising:

~~a display control step of controlling display to cause the display means to display a the moving image made of not less than 105 frames/sec, by recognizing content to be displayed as computer graphics and then causing the display means to display the moving image at a determined frame rate of 350 or 360 frames/sec.~~

10. (Currently Amended) The display method according to claim 9, characterized in that ~~in the display control step, display is controlled to cause the display means to display a moving image made of not less than 230~~ determined frame rate is 350 frames/sec.

11. (Cancelled).

12. (Cancelled).

13. (Cancelled).

14. (Cancelled).

15. (Cancelled).

16. (Currently Amended) The display method according to claim 9, characterized in that ~~In the display control step, display is controlled to cause the display means to display a moving image made of~~ determined frame rate is 360 frames/sec.

17. (Currently Amended) A display apparatus for presenting a moving image with less perceivable degradation, characterized by comprising:

display control means for controlling display to cause display means to display ~~a the moving image made of not less than 105 frames/sec, by recognizing content to be displayed as computer graphics and then causing the display means to display the moving image at a determined frame rate of 350 or 360 frames/sec; and~~

~~the display means for displaying the moving image made of not less than 105 frames/sec at the determined frame rate~~ on the basis of control of the display control means, the display means being matrix-driven.

18. (Currently Amended) The display apparatus according to claim 17, characterized in that:

~~the display control means controls display to cause the display means to display a moving image made of not less than 230~~ determined frame rate is 350 frames/sec; and

~~the display means displays the moving image made of not less than 230 frames/sec on the basis of control of the display control means.~~

19. (Cancelled).

20. (Cancelled).

21. (Cancelled).

22. (Cancelled).

23. (Cancelled).

24. (Currently Amended) The display apparatus according to claim 17, characterized in that:

~~the display control means controls display to cause the display means to display a moving image made of determined frame rate is 360 frames/sec, and~~

~~the display means displays the moving image made of 360 frames/sec on the basis of control of the display control means.~~

25. (Currently Amended) A display method for a display apparatus having matrix-driven display means, for presenting a moving image with less perceivable degradation, characterized by comprising:

~~a display control step of controlling display to cause the display means to display a the moving image made of not less than 105 frames/sec, by recognizing content to be displayed as computer graphics and then causing the display means to display the moving image at a determined frame rate of 350 or 360 frames/sec.~~

26. (Currently Amended) The display method according to claim 25, characterized in that ~~in the display control step, display is controlled to cause the display means to display a moving image made of not less than 230~~ determined frame rate is 350 frames/sec.

27. (Cancelled).

28. (Cancelled).

29. (Cancelled).

30. (Cancelled).

31. (Cancelled).

32. (Currently Amended) The display method according to claim 25, characterized in that ~~in the display control step, display is controlled to cause the display means to display a moving image made of~~ determined frame rate is 360 frames/sec.